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09/970,535



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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of: )  
Robert L. Parker, et al. ) Examiner: Gerald J. O'Connor  
Application No.: 09/970,535 ) Art Unit: 3627  
Docket No.: 42390P9334 )  
Filed: 10/03/01 )  
For: Presentation of Personalized )  
Merchandise in an Electronic )  
Commerce Transaction )

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NOV 10 2004  
GROUP 3600

AMENDMENT AND RESPONSE (AFTER FINAL)

COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action dated September 3, 2004, please amend the above-identified application as follows:

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313 on:

3 NOVEMBER 2004  
Date of Deposit

DEBORAH L. THOMAS  
Name of Person Mailing Correspondence

SJL — 11-3-04  
Signature Date